

Amendments to the Specification:

Page 2, please replace second full paragraph (lines 9-19) with the following amended paragraph:

According to the present invention as described in claim 1, a method for generating a correction curve for correcting image data inputted to an image display unit, includes: a measuring step of measuring ~~an~~ a tone reproduction characteristic in a dark surround of the image display unit and ~~an~~ a tone reproduction characteristic in an illuminated surround of the image display unit under illumination of a predetermined luminance value; a characteristic approximating step of approximating the tone reproduction characteristic in an illuminated surround to the tone reproduction characteristic in a dark surround in a desired input tone range of input image data; and a correction curve generating step of generating a correction curve on the basis of the approximated tone reproduction characteristic in an illuminated surround.